

## DIRECTOR OF MARKETING - TNAA Healthcare Staffing

North Little Rock, AR | 2010 – 2016

*Forged and mobilized a thriving marketing department and program; transformed healthcare recruitment company from a small, recession-rattled travel nurse staffing firm to one of the country's largest health professional staffing firms.*

- Initiated the development of the Marketing Department with complete oversight and execution of all facets of marketing, advertising, and public relations.
- Established creative vision for all strategic partnerships, advertising efforts, and events; launched marketing strategies that secured growth in the company's number of traveling nurses.
- Grew lead generation by +80% year-over-year, resulting in significant revenue growth by developing and implementing strategic marketing plans that increased brand awareness.
- Formalized national travel nurse networking/community event, in partnership with Monster.com, across six major US cities, increasing the number of new temporary healthcare workers on contract by 15%.
- Amplified brand awareness; designed dynamic digital marketing strategy, initiated national and local media buys, and introduced the country's largest travel nurse community forum.
- Directed complete budget and P&L management; defined approach to direct sales forecasting, established performance goals, and facilitated ROI and KPI reporting.